Rebuilding Confidence and Creating Opportunities Post Lockdown

As the lockdown slowly eased, roads began to open, and businesses started resuming operations. Trucks were back on highways, warehouses reopened, and supply chains started moving again. But things were not the same.

There was fear in the air.
People were cautious.
Confidence was low.

Many professionals had lost their jobs during COVID. Young people who once worked in offices or sales roles were suddenly without income. Even within the logistics ecosystem, uncertainty remained around cash flow, movement restrictions, and future stability.

At TruckSuvidha, one thought was clear in our minds - we could not afford to let our own team go. And if possible, we wanted to do more than just survive. We wanted to create opportunities.

Seeing Opportunity in Infrastructure Reform - FASTag

Around this time, FASTag adoption was picking up pace across Indian highways. The government mandate was clear - digital toll collection was the future. Technology was officially entering highway logistics at scale.

We saw a strong alignment here.

FASTag was not just a compliance requirement.
It was a gateway to digital adoption for truck owners, fleet operators, and drivers.

We started working closely with banks, NPCI, and IHMCL to understand the ecosystem better. Instead of approaching FASTag as a product, we approached it as an employment and enablement opportunity.

Building a Ground-Level FASTag Network

We began identifying youth who had lost jobs due to COVID and trained them as FASTag enablers on the ground. These were people who understood local markets, transport hubs, truck parking areas, and highway movement.

We helped them with:

- Awareness of FASTag compliance

- Onboarding processes
- Bank coordination
- Field execution and documentation
- Understanding transporter pain points

They became our extended workforce - educating truck owners, issuing FASTags, and helping fleets transition smoothly to digital tolling.

This was not just business expansion.
It was ecosystem building.

When the Commission Became a Career

What happened next surprised even us.

FASTag adoption picked up rapidly.
Demand exploded.
And commissions started flowing.

There came a stage where some FASTag field partners were earning more than managers working in Big 4 consulting firms. For many, this became a full-time, sustainable livelihood.

For us, it validated an important belief:
Technology adoption works best when it creates income at the ground level.

TruckSuvidha benefited.
Our partners benefited.
And the logistics ecosystem moved one step closer to digital maturity.

Becoming a Recognized FASTag Player

As execution strengthened, banks started recognizing our network and on-ground capability. Soon, one leading bank became a prominent FASTag partner with us.

TruckSuvidha was no longer just a logistics marketplace.
We were now a trusted on-ground execution partner for national digital infrastructure.

This phase taught us that growth does not always come from raising capital or launching new products. Sometimes, it comes from solving real problems at the right time - with empathy, speed, and execution.

A Lesson That Stayed With Us

Crises change industries.
But they also create leaders, partners, and opportunities.

By choosing to protect our team and empower others, we did not just survive the post-COVID phase.
We grew stronger - together.

And once again, the journey reminded us:
In logistics, the strongest networks are not built in boardrooms.
They are built on highways, truck yards, and trust.